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Claims

This listing of claims replaces all prior versions and listings of claims in the present
application.

1. (Original) A method for inserting advertising into a video program comprising: providing
a still image from the video program when the video program has been paused; combining
an advertisement image with the still image thereby forming the combined image; and
providing the combined image.

2. (Original) The method of claim 1, further comprising waiting a first configurable amount
of time after the video program has been paused to provide the combined image.

3. (Original) The method of claim 1, wherein the video program includes audio.

4. (Original) The method of claim 1, further comprising: performing a trick function on the
video program; presenting a new still image from the video program after the trick function
has been performed; waiting an additional configurable amount of time after the trick
function has been performed; and presenting the combined image after the additional
configurable amount of time has passed.

5. (Original) The method of claim 1, wherein the still image comprises an image from the
video program and an additional image.

6. (Original) The method of claim 1, wherein the video program continues to play.

7. (Original) The method of claim 1, comprising the additional step of ceasing to provide
the combined image.

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8. (Original) The method of claim 7, wherein said ceasing is performed after a second configurable amount of time.

9. (Original) The method of claim 7, wherein the advertisement image is an advertisement video program and the advertisement video program finishes, before the said ceasing.

10. (Original) The method of claim 1, wherein a series of advertisement images are provided.

11. (Original) The method of claim 1, further comprising recording billing information after an advertisement image is provided.

12. (Original) A system for inserting advertising into a video program that comprises: a means for providing a still image from the video program when the video program has been paused; a means for combining an advertisement image with the still image; and a means for providing the combined image.

13. (Original) The system of claim 12, wherein the system waits a first configurable amount of time after the video program has been paused; and then provides the combined image.

14. (Original) The system of claim 12, wherein the video program includes audio.

15. (Original) The system of claim 12, that further comprises: a means for performing a trick function on the video program; a means for providing a new still image from the video program after the trick function has been performed; waits an additional configurable amount of time after the trick function has been performed; and a means for providing the combined image after the additional configurable amount of time has passed.

16. (Original) The system of claim 12, wherein the still image comprises an image from the

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video program and an additional image.

17. (Original) The system of claim 12, wherein the video program continues to play.

18. (Original) The system of claim 12, wherein the combined image ceases to be provided.

19. (Original) The system of claim 18, wherein the said ceasing is performed after a second configurable amount of time.

20. (Original) The system of claim 18, wherein the advertisement image is an advertisement video program and the advertisement video program finishes, before the video program is stopped.

21. (Original) The method of claim 12, wherein a series of advertisement images are provided.

22. (Original) The method of claim 12, further comprising a means for recording billing information after the advertisement image is provided.

23. (Original) A system comprising: a stream server for providing a video program; a combiner for combining a still image from the video program with an advertising image to produce a combined image; and a client device for providing the combined image to a viewer.

24. (Currently Amended) The system of claim 22 23, wherein the stream server comprises: the combiner; VOD content; and advertisement content which provides the combiner with the advertisement image.

25. (Currently Amended) The system of claim 22 23, wherein the client device comprises:

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the combiner and advertisement content that provides the combiner with the
advertisement image.

26. (Currently Amended) The system of claim 22 23, wherein the client device comprises
a combiner and the a VOD server provides the advertisement image to the combiner.

27. (Original) A system comprising: video content for providing a video program; a
combiner for combining a still image from the video program with an advertising image to
produce a combined image; and a device for providing the combined image to a viewer.